

CLAIMS

What is claimed is:

1. A technology platform for implementing a plurality of programs, each having a program manager, wherein each program is offered to a user and is supported by supporting suppliers/vendors, said platform comprising:

a management system including an interface which is adapted to authenticate the program manager of each program, authenticate the user of each program, and authenticate the supporting suppliers/vendors of each program, said management system permitting:

(1) the user to initiate a program and review selected program information of programs for which the user is authorized to access;

(2) the supporting suppliers/vendors to monitor selected program information of programs which the supporting suppliers/vendors are authorized to access;

(3) the program manager to manage a program and to access selected program information of programs for which the program manager is authorized to access; and

a service provider gateway linking a service provider to the management system, said gateway for permitting the service provider to access and control selected program information, wherein the service provider engages the supporting suppliers/vendors to support the program.

2. The platform of claim 1 wherein the management system comprises a front end administratively driven delivery management system for managing users and managing functions.

3. The platform of claim 1 wherein the management system authenticates non-supporting suppliers/vendors of each program and permits the authenticated non-supporting

suppliers/vendors to access selected program information for benchmarking of programs.

4. The platform of claim 1 wherein the management system interfaces with a network and wherein the user, the suppliers/vendors and the program manager access the delivery system via the network.

5. The platform of claim 4 wherein the network is selected from an intranet and a global network.

6. The platform of claim 1 wherein the management system presents a unique dynamic web page to each of the user, the suppliers/vendors and the program manager and wherein the content of the dynamic web page corresponds to the user, the supplier/vendor and the program manager to which it is presented.

7. The platform of claim 1 further comprising a data repository accessible to the user, the suppliers/vendors and the program manager via the management system and wherein the management system presents particular data from the repository as a function of the user, the suppliers/vendors and the program manager requesting the particular data.

8. The platform of claim 1 further comprising a data repository accessible to the user, the suppliers/vendors and the program manager via the management system and an XML tagging system for pushing data from the repository to the service providers and for pulling data from the service providers to the repository.

9. The platform of claim 1 further comprising a proprietary application gateway linked to the management system for

providing a second service relating to a particular program and wherein the user, the supporting suppliers/vendors and the program manager access the proprietary application through the administratively driven delivery system.

10. The platform of claim 9 wherein the proprietary application comprises a physician's services program for administering meeting between physicians and users.

11. The platform of claim 9 wherein the proprietary application comprises a meeting operation center (MOC) for scheduling and coordinating meetings and their follow-up relating to the program.

12. The platform of claim 11 further comprising a data repository and wherein the management system includes a meetings operation center MOC including an MOC database within the data repository storing staged data of the various stages of the program, conversion tables for converting data in compatible formats and attendee masters tables which are used for monitoring programs.

13. The platform of claim 12 wherein the user, the suppliers/vendors and the program managers each access a unique set of selected data in the data repository via the management system and wherein the associates, user and suppliers/vendors each access a unique set of data in the MOC and physician payment system via the management system.

14. The platform of claim 11 wherein the MOC maintains estimated, working and/or actual budgets for the program and revision history of budgets during the course of the program.

15. The platform of claim 11 wherein the MOC includes a

data exchange for standardizing and scrubbing data in the MOC database by applying XML tags to corresponding data that is pushed or pulled through the MOC.

16. The platform of claim 11 wherein the service provider comprises a meeting manager pulling data relating to meeting requirements from data repository via the MOC and pushing data relating to sourcing results to the data repository via the MOC.

17. The platform of claim 11 wherein the service provider comprises an attendee registration engine pulling data relating to meeting rooms and agendas from the data repository via the MOC and pushing data relating to registration results to the data repository via the MOC.

18. The platform of claim 11 wherein the service provider comprises a sales manager pulling data relating to sales projections and competition from the data repository via the MOC and pushing working and/or actual budget summaries to the data repository via the MOC.

19. The platform of claim 11 wherein the service provider comprises a global distribution system pulling data relating to ticketing information from the data repository via the MOC and pushing data relating to ticketing information to the data repository via the MOC.

20. The platform of claim 11 further comprising a data repository and wherein the MOC database pushes historic information to the data repository.

21. The platform of claim 11 further comprising a physician payment system interfacing with the MOC.

22. The platform of claim 1 wherein the service provider comprises a global distribution system interfacing with the management system for managing travel.

23. The platform of claim 1 further comprising a financial system interfacing with the management system for monitoring financial transactions related to the program.

24. A technology platform for implementing a physician services program including meetings of physicians offered by a sales representative of drug suppliers wherein the meetings are supported by suppliers/vendors, said platform comprising:

a meeting operations center (MOC) for administering the program;

a registration engine linked to the meeting operations center for registering physicians for the meetings;

a portal through which the sales representatives and the drug suppliers access the meeting operation center to schedule meetings and through which the suppliers/vendors access the meeting operation center to support the meetings.

25. The platform of claim 24 wherein the MOC comprises a front end administratively driven delivery management system for managing users and managing functions.

26. The platform of claim 24 wherein the MOC authenticates non-supporting suppliers/vendors of each program and permits the authenticated non-supporting suppliers/vendors to access selected program information for benchmarking of programs.

27. The platform of claim 24 wherein the MOC presents a unique dynamic web page to each of the user, the

suppliers/vendors and the program manager and wherein the content of the dynamic web page corresponds to the user, the supplier/vendor and the program manager to which it is presented.

28. The platform of claim 24 further comprising a data repository accessible to the user, the suppliers/vendors and the program manager via the MOC and wherein the MOC presents particular data from the repository as a function of the user, the suppliers/vendors and the program manager requesting the particular data.

29. The platform of claim 24 further comprising a data repository accessible to the user, the suppliers/vendors and the program manager via the MOC and an XML tagging system for pushing data from the repository to the service providers and for pulling data from the service providers to the repository.

30. The platform of claim 24 further comprising a proprietary application gateway linked to the MOC for providing a second service relating to a particular program and wherein the user, the supporting suppliers/vendors and the program manager access the proprietary application through the administratively driven delivery system.

31. The platform of claim 30 wherein the proprietary application comprises a physician's services program for administering meeting between physicians and users.

32. The platform of claim 30 wherein the proprietary application comprises a meeting operation center (MOC) for scheduling and coordinating meetings and their follow-up relating to the program.

33. The platform of claim 32 wherein the MOC includes a data exchange for standardizing and scrubbing data in the MOC database by applying XML tags to corresponding data that is pushed or pulled through the MOC.

34. The platform of claim 32 wherein the user, the suppliers/vendors and the program managers each access a unique set of selected data in the data repository via the MOC and wherein the associates, user and suppliers/vendors each access a unique set of data in the MOC and access a physician payment system via the MOC.

35. The platform of claim 24 wherein the service provider comprises a global distribution system interfacing with the MOC for managing travel.

36. The platform of claim 24 further comprising a financial system interfacing with the MOC for monitoring financial transactions related to the program.

37. A technology platform for implementing meetings of a program offered by a central meeting planner to users wherein the meetings are supported by suppliers/vendors, said platform comprising:
a meeting operations center for administering the program;
a registration engine linked to the meeting operations center for registering attendees of the meetings;
a portal through which the central meeting planner and the users access the meeting operation center to schedule meetings and through which the suppliers/vendors access the meeting operation center to support the meetings.

38. A method for implementing a plurality of programs, each having a program manager, wherein each program is offered to a user and is supported by supporting suppliers/vendors,

said method comprising the steps of:
authenticating the program manager of each program,
authenticating the user of each program,
authenticating the supporting suppliers/vendors of each program;
permitting the user to initiate a program and review selected program information of programs for which the user is authorized to access;
permitting the supporting suppliers/vendors to monitor selected program information of programs which the supporting suppliers/vendors are authorized to access;
permitting the program manager to manage a program and to access selected program information of programs for which the program manager is authorized to access; and
permitting a service provider to access and control selected program information, wherein the service provider engages the supporting suppliers/vendors to support the program.

39. The method of claim 38 further comprising managing users and managing functions.

40. The method of claim 38 further comprising authenticating non-supporting suppliers/vendors of each program and permitting the authenticated non-supporting suppliers/vendors to access selected program information for benchmarking of programs.

41. The method of claim 38 further comprising presenting a unique dynamic web page to each of the user, the suppliers/vendors and the program manager and wherein the content of the dynamic web page corresponds to the user, the supplier/vendor and the program manager to which it is presented.

42. The method of claim 38 further comprising permitting the user, the suppliers/vendors and the program manager access particular data from a data repository as a function of the user, the suppliers/vendors and the program manager requesting the particular data.

43. The method of claim 38 further comprising permitting the user, the suppliers/vendors and the program manager to access data and XML tagging data from a repository to the service providers and XML tagging data from the service providers to the repository.

44. The method of claim 38 further comprising linking a proprietary application gateway for providing a second service relating to a particular program and wherein the user, the supporting suppliers/vendors and the program manager access the proprietary application through an administratively driven delivery system.

45. The method of claim 44 wherein the proprietary application comprises a physician's services program for administering meeting between physicians and users.

46. The method of claim 44 wherein the proprietary application comprises a meeting operation center (MOC) for scheduling and coordinating meetings and their follow-up relating to the program.

47. The method of claim 46 wherein the MOC includes a data exchange for standardizing and scrubbing data in the MOC database by applying XML tags to corresponding data that is pushed or pulled through the MOC.

48. The method of claim 46 wherein the user, the suppliers/vendors and the program managers each access a

unique set of selected data in the data repository via the MOC and wherein the associates, user and suppliers/vendors each access a unique set of data in the MOC and access a physician payment system via the MOC.

49. The method of claim 38 interfacing with a management system for managing travel and monitoring financial transactions related to the program.

50. A method for providing benchmarking information relating to a plurality of programs, each having a program manager, wherein each program is offered to a user and is supported by supporting suppliers/vendors, wherein the user is permitted to initiate a program and review selected program information of programs for which the user is authorized to access and wherein the program manager is permitted to manage a program and to access selected program information of programs for which the program manager is authorized to access; said method comprising the steps of:

permitting the supporting suppliers/vendors to monitor selected program information of programs which the supporting suppliers/vendors are authorized to access; permitting a service provider to access and control selected program information, wherein the service provider engages the supporting suppliers/vendors to support the program; and

authenticating non-supporting suppliers/vendors of each program and permitting the authenticated non-supporting suppliers/vendors to access selected program information for benchmarking of programs which information the non-supporting suppliers/vendors are authorized to access.